

Where Styles for Women's Footwear Originate

Large Shoe Manufacturer Opens Unique Store in Washington, Showing Original Designs in Women's Shoes as soon as they are created.

Exposes some fallacies of the Shoe business and produces same styles, fabrics, and sizes in low-price shoes that have heretofore been offered only in exclusive, high-price shops.

An original idea in shoemaking and shoe merchandising which has met with instantaneous success in a dozen cities of the country. Washington women were quick to appreciate its many advantages.

Fra Elbert Hubbard is responsible for the saying that "If a man preach a better sermon or build a better mouse-trap than any other man, the world will make a beaten path to his doorway, though he live in the midst of a forest." Certain it is that if man or a firm offer something of real merit—something that is new or service that is different—his popularity will increase. A striking demonstration of this fact is observed in the rapidity with which Washington has set its seal of approval upon the new shoe store of the Travers Shoe Company, at 314 Seventh street northwest.

The site of this store has been looked upon as a somewhat poor spot for business, but it would seem, after the few weeks that the Travers Shoe Company has occupied it, that this has been due more to the lack of original business methods and a lack of a proposition that appealed to the people rather than to any disadvantage of the location itself. For the throngs of women who daily swell the patronage of the store give eloquent testimony that people will come where there is some inducement for them to come.

The Travers Shoe Company and its store in Washington are both unique. There is probably no other such store in any city, except other Travers Shoe shops, that is run on similar lines. Briefly, the Travers Shoe people are originating new shoe styles, manufacturing them correctly, and retailing them themselves in such a manner that the public can obtain authentic models while they are new, in every size and width in which women's shoes are made, at about half the prices that are demanded for similar footwear by the shops that handle exclusive and extreme designs.

That is a rather general statement, which, to the woman who is not familiar with conditions that maintain in the shoe business, does not convey a real idea of the service that the Travers Company is offering. As an instance, it has been a commonly accepted belief, held alike by both shoe dealer and the manufacturer, that narrow widths could not be sold for low prices. They maintained that a double A width would fit only an aristocratic foot, and that aristocrats would not come to a low-price store for their needs. This is, of course, a fallacy; for there is absolutely no difference, on the average, between the size and shape of the feet of one class of women and those of another. Yet so strong has been this belief that narrow-width shoes for women have only been made for the trade that retails shoes at from \$6 to \$16.

The Travers Company, which,

by the way, was manufacturing shoes for the general trade for many years before they started their own chain of retail stores, had followed this plan, together with other manufacturers. But, upon the suggestion of Mr. Drukker, the general manager of the company, they decided to put in an innovation in the making of women's shoes, and to offer not only the newest designs, but also all sizes and lasts at the low prices.

Styles Originated by a Corps of Shoe Artists.

That is just one of many points that make the Travers Shoe Stores distinctive. It is a mighty important one to the woman who has difficulty in getting a correct fit for a narrow, slim foot. Next in importance is the production of original styles. Every model of Travers shoes—and there must be hundreds of them—is an original design. A corps of trained shoe artists or designers is kept constantly employed in keeping abreast of the fashions. Little points in costume are noted, and shoes that



THE SEVEN WINNERS.

will harmonize are created, the slightest whim of fashion is noted, and new styles are being created daily. Fifth avenue, Chestnut street, the Boardwalk, and other fashionable promenades; horse shows, the opera; in fact, every place where fashion leaders congregate, will find the Travers Shoe designer noting details and evolving new ideas to be incorporated in the designs of "Traverstiles."

The consequence of this is that Travers Stores are constantly showing the ultra styles. The newest, most extreme models are made in the Travers factory, and instead of being given to salesmen to take on the road, where they will perhaps be offered to the public some three months later, they are immediately sent to the Travers Stores. "Traverstiles" are many months ahead of other shoe styles, because they design their models themselves and make immediate shipments to their retail stores.

The range of styles and shoe fabrics is remarkable. It would hardly be believed that so many different kinds of shoes could be made as is contained in the ever-fresh and complete stocks that are shown at the Travers Store. Black, tan and gun metal, patent colt, cloth tops, fawn tops; lace and but-

ton, bal and blucher, hundreds of variations, each one distinctive and a perfect example of the shoemaker's art.

While it has been possible to get shoes that were the equal of Travers' models in design, quality, and range of sizes and styles, it has not been possible to get them at the Travers prices of \$2.50, \$3, \$3.50, and \$4. Acting on the theory that the women who wished to pay a reasonable price for their footwear did not possess "aristocratic" feet, no manufacturer has been producing narrow widths and small sizes in popular-priced shoes. Nor have any of them been making the reasonable-priced shoes along the same designs that were made for the exclusive trade. That this is the case is borne out by the manufacturing experience of The Travers Shoe Company.

They have been making good shoes for women for the past sixteen years, but only recently undertook to market their own product in the retail field. Prior to that time they were making shoes for the general trade, and the class of footwear they are now retailing

From Maker to Wearer Direct

Another distinctive feature about this unique store that is of prime importance is the price. On the face of it, the claim that \$6 and \$8 shoes are being sold for \$3 and \$4 seems too good to be true. Yet that is exactly what the Travers Shoe Store is doing. It is made possible because of the fact that they are not looking for a profit from their retail stores, but depend for their revenue upon increased output at the factory occasioned by the increasing demands of their stores. In other words, with their shoe factory working on a 10 per cent margin, by doubling its capacity and having a steady demand they will be making more than they did by selling to dealers. So they can operate their stores without a profit and still make money. The usual shoe dealer allows a 25 to 35 per cent margin between buying cost and selling price. The factory allows about 15 per cent over manufacturing

cost. Of this 5 per cent is allowed for discount of dealers' bills, and another 5 per cent is allowed for losses. By operating their own stores, they eliminate these two items, and consequently can sell at wholesale prices in the retail field.

From maker to wearer, without the middleman's profit, is a stereotyped phrase that has become a bromide. Yet it is exactly the plan that is being followed by the Travers Shoe Company. They make their shoes, and in order to keep the factory going year round they sell them to the public instead of to the dealer, and save the buyers the difference between the wholesale price and the usual retail price.

The combination of original designs—new ones appearing every few days—all sizes and widths in every style, superior quality of materials, excellence of workmanship, and the remarkably low prices is one that appeals to the discriminate women of Washington, as is evidenced by the throngs who daily visit the store. There are but few stores that could show the range of styles and sizes that are seen, and none that can do it at the Travers prices.

Take, for instance, this group of new models that arrived a few days ago from the factory. The design is one of the newest—the fawn top, extending to the heel, is found only in shoes that retail for \$6 and up. The large flat buttons, patent colt forepart, and rounded yet narrow toe, and short vamp, are features that cannot be found

in shoes that are usually sold for \$3 and \$4 the pair.

That Washington women appreciate this real style service in footwear is evidenced by the remarkable record established by the store on Seventh street. Though it has been opened but a few weeks, last Saturday it did a larger business than the Travers Shoe Stores in Baltimore, Pittsburgh, and Newark combined.

The Travers idea of exclusive, original designs in women's shoes at popular prices has met with almost instantaneous success. Twenty stores are now under way in the principal cities of the country, all to be running in the next three months.

It is the aim of the Travers people to produce the newest, most extreme styles while they are new. They do not wait to see what is going to be popular—they make them up and let the public decide. The consequence is that they are continually reproducing new and clever creations in footwear for women and children that are at once displayed in their stores. The shop at 314 Seventh street is replete with clever models that represent the latest wrinkle in shoe fashions.

The Travers Company has also equipped a new factory in which they are making for their own stores "The Only Guaranteed Children's Shoe on Earth." This is one of their latest ideas. A signed guarantee with every pair sold that the shoe will wear eight weeks with "soles without holes," or a new pair free.

Twenty Exclusive Women's and Children's Stores in Principal Cities of America.

Travers Shoes are now obtainable from Travers stores in these cities:

WASHINGTON, NEWARK, COLUMBUS, COVINGTON,
BALTIMORE, CLEVELAND, DAYTON, TERRE HAUTE,
PITTSBURGH, CINCINNATI, LOUISVILLE,

Travers stores that will soon be added to this string are New York (three stores), Brooklyn, Philadelphia, Atlantic City, Buffalo, Richmond, and Toledo.



Views of the Travers Shoe Store in Washington and the men and the factory behind it.

Upper right—Exterior of store at 314 Seventh street northwest. Lower right—The home of the Travers Shoe, Cincinnati, Ohio.

Upper left—Interior of the Washington store, at 314 Seventh street. Lower left—Richard T. Drukker, General Manager of the Travers Shoe Co., originator of the Travers idea.

To the right—John Mundell Smith, Manager of the Washington Store.

"The Firefly"

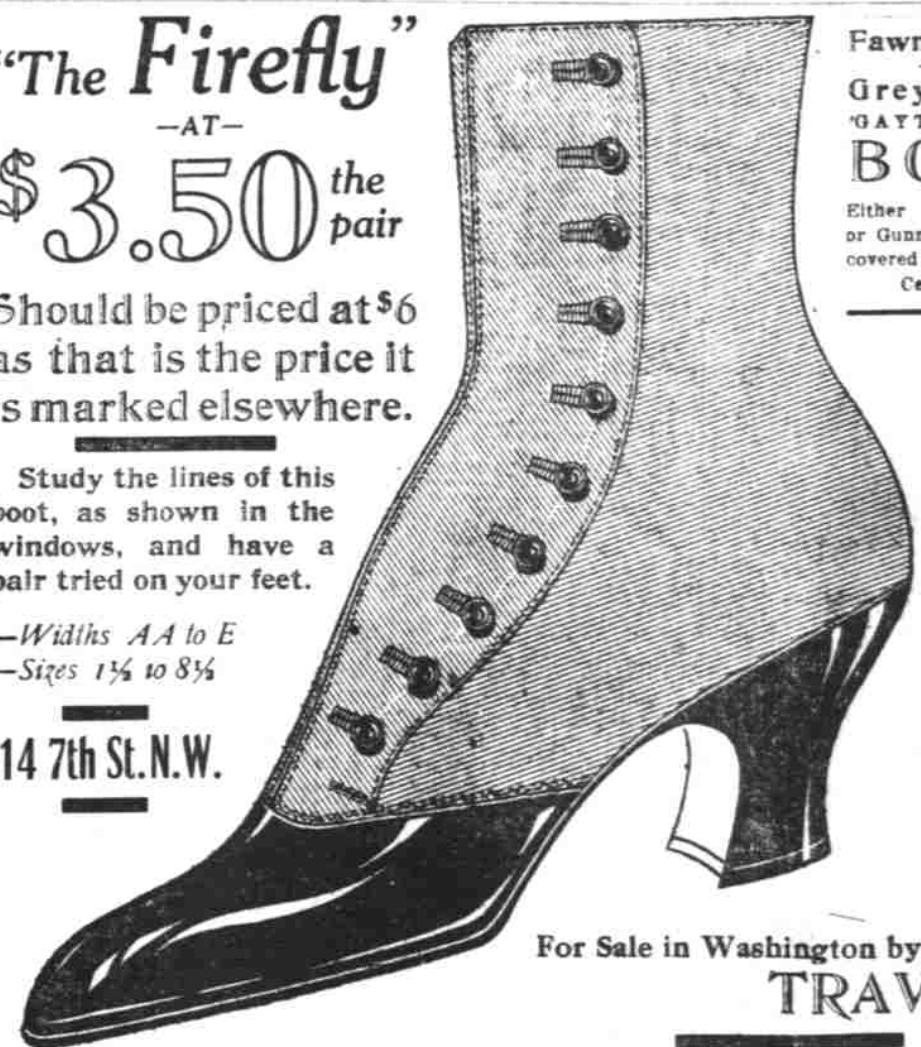
—AT—
\$3.50 the pair

Should be priced at \$6 as that is the price it is marked elsewhere.

Study the lines of this boot, as shown in the windows, and have a pair tried on your feet.

—Widths AA to E
—Sizes 1 1/2 to 8 1/2

314 7th St. N.W.



Fawn Cloth or Grey Cloth "GAYTER TOP" BOOT

Either Patent Colt or Gunmetal. Heels covered to match of Celluloid.

For Sale in Washington by TRAVERS

THIS LATEST "TRAVERTILE" BOOT, WITH TEN LARGE, FLAT BUTTONS, IS THE MOST UP-TO-THE-MINUTE CONCEPTION—THE CRAFTSMAN FROM COAST TO COAST. NOW, WHEN OTHER SHOE DEALERS ARE SEARCHING FOR THEM AT ANY PRICE, TRAVERS HAS AGAIN PROVED HIS FORESIGHT AND THE VALUE OF HIS ORGANIZATION BY BEING PREPARED WITH THOUSANDS OF THESE AT HIS REGULAR "CLASS PRICE"—\$3.50 THE PAIR.

Sincerely,

314 7th St. N.W.

Travers — "Creator of Traverstiles"